

Stephen M. Ross School of Business at the University of Michigan
EXAMPLE MAP 2012 Project Proposal (International Location)

***An ON-LINE project proposal submission is required by December 2, 2011.** The project proposal submission form is located on the MAP Sponsor website: www.bus.umich.edu/MAP

Date: 9/1/2011

Project Number: (MAP Office Only)

Company/Organization: COMPANY
Madrid, Spain

Part One: Your Organization

1. Tell us something about your organization or unit. What is the mission or objective?

COMPANY is a sales office with activities concentrating on sales, marketing and customer service.

2. What are the primary activities, products or services your organization provides? Our business model is slightly different than our main competitors' from the local organization perspective, namely COMPANY is doing the supply planning, supply demand, import, warehousing, sales, customer service activities.

3. How long have you been in business? 12 years. Annual revenue 100,000,000 euros. 10,000 employees.

Part Two: Your Project

4. Describe your project. What is the issue or opportunity you would like the team to examine?

Develop a strategic option assessment and growth plan for COMPANY.

5. Why is this issue important at this time? The key goal for COMPANY is to have the leading market share in Spain in three years.

6. What deliverables do you have in mind for the project? The more specific you can be, the better able the students will be able to assess their interest and fit. We envision three steps:

1. Analysis of the domestic XXX market and industry in Spain
2. COMPANY analysis with comparisons to our domestic competitors
3. Recommendations on internal process improvement, marketing, brand, trade partner marketing and sales

7. What outcomes do you feel would confirm the project was a success?

The project aim is to advance COMPANY on a three year growth strategy with the objective to achieve the leading position in Spain in our industry.

Part Three: Team Requirements

8. Language Capability:

Language choice 1 (other than English) Spanish

Desired or Required Required

Skill level (choose one) conversation, fluent or native fluent

How many team members should have this capability?

one

Language choice 2 (other than English): "[Click here and type entry]"

Desired or Required "[Click here and type entry]"

How many team members should have this capability? "[Click here and type entry]"

Skill level (choose one) conversational, fluent or native "[Click here and type entry]"

Language choice 3 (other than English): "[Click here and type entry]"

Desired or Required "[Click here and type entry]"

How many team members should have this capability? "[Click here and type entry]"

Skill level (choose one) conversational, fluent or native "[Click here and type entry]"

9. Skills:

Are there industry knowledge and/or functional expertise required for students on this project? Interest in XXX industry desired, but not required. Experience in market assessment, market entry, etc. strongly preferred.

10. Citizenship:

MAP Teams are made up of a diverse group of students from many countries. All international students will have proper documentation allowing them to participate in domestic and international locations. If, however, restrictions exist within your organization, please describe them below.

A student of any nationality may choose this project.

Yes

No

If no, please provide details:

"[Click here and type entry]"

Note:

- Projects limited to U.S. citizens are typically for government or military organizations only.
- Limiting students based on American citizenship could result in cancellation of your project due to lack of staffing.

11. Confidentiality:

Are students required to sign a non-disclosure agreement?

Yes

No

Should students who plan a summer internship with one of your competitors, not choose this project? Having students sign an NDA typically makes this a non-issue.

Yes, this is an issue

No, not an issue

If yes, list the competitors that fall into this category: Company A, B and C

Part Four: Travel Requirements

Logistics and Expectations:

- The primary goal of MAP is to provide students with the opportunity to test their knowledge in a real world setting.
- Sponsors are expected to provide a minimum of two weeks and up to four weeks of onsite project orientation and data gathering, as well as possible visits to conferences and trade shows (if applicable).
- Teams must return to campus by Friday, April 13 unless approved by MAP Faculty Advisors
- SE Michigan sponsors can expect their MAP team to be onsite intermittently throughout the semester

12. Travel locations expected; list cities, states and countries: Spain

Length of time expected: four weeks

If team travel is expected to be less than two weeks, or more than four weeks, please explain why: "[Click here and type entry]"

Please provide a brief description of the travel plans you have in mind at this time. This travel provides the team with a required project orientation session, and the ability to collect data for their deliverables.

The MAP team will leave Detroit on Saturday, March 8, and will commence work in Madrid, Spain on Monday, March 10. There will be travel within central Spain through the week of March 24. The team will then travel to Barcelona, Spain on or about Thursday, April 10 to prepare for the presentation to the COMPANY executive team on Monday, April 14. The team will return to Michigan on Tuesday, April 15.

Part Five: Company Support

13. Resources: What kind of data or other resources can you provide to help the team succeed? Access to historical sales data. Access to key personnel in the company. Access to our top customers for interviews. Office space, PCs and telephones.

14. Main contact: Who will work most closely with the students? Please provide name, title and to whom they report to. Andres Cabello, Director of Marketing. He reports to Anthony Lopez, Senior Vice President.

15. Presentation: To whom will the team present its recommendations?
Anthony Lopez, SVP, and other officers of the company.

Part Six: Contacts

16. Executive Sponsor (Executive who provides MAP team access to data for project success)

First Name: Anthony

Last Name: Lopez

Business Title: Senior Vice President

Email: Anthony.lopez@COMPANY.com

Street Address1: Calla Larra 12

Street Address2:

City: Madrid

State:

Zip: 28004

Country: Spain

Business Phone: (3491) 555-3390

Cell Phone: (3491) 555-2113

U of M Graduate?

Yes

No

If yes, U of M Degree: "[Click here and type entry]"

Year: "[Click here and type entry]"

Project Liaison (main contact with students)

First Name: Andres

Last Name: Caballo

Business Title: Director

Division: Marketing

Address same as above

Street Address1:

Street Address2:

City:

State:

Zip:

Country:

Business Phone: (3491) 555-3396

Cell Phone: (3491) 555-2236

Email: Andres.caballo@COMPANY.com

U of M Graduate?

Yes

No

If yes, U of M Degree:

Year:

Alternate Project Liaison

First Name: Jose

Last Name: Hernandez

Business Title: Senior Marketing Manager

Division: Marketing

Address same as above

Street Address1:

Street Address2:

City:

State:

Zip:

Country:

Business Phone: (3491) 555-2136

Cell Phone: (3491) 555-8836

Email: jose.hernandez@COMPANY.com

U of M Graduate?

Yes

No

If yes, U of M Degree:

Year:

If this project takes place in an international location, who will be the local contact?

First Name: Jose

Last Name: Hernandez

Business Title: Senior Marketing Manager

Street Address1: Calla Larra 12

Street Address2:

Country: Spain

Business Phone: (3491) 555-2136

Cell Phone: (3491) 555-8836

Email: jose.hernandez@COMPANY.com

U of M Graduate?

Yes

No

If yes, U of M Degree:

Year:

Part Seven: MAP Program Info

17. How did you find out about the MAP program?

Past projects

18. Have you communicated with anyone at the Ross School of Business regarding this project?

Yes

No

If yes, who? Keven Burchfield

Part Eight: Review of Sponsor Responsibilities

19. Please check the boxes below to confirm that you understand the expectations set forth regarding your sponsorship of a MAP team.

I understand if our project is accepted and granted a student team, our organization will provide the team with senior management support and access to data necessary to successfully meet the project objectives.

I understand if our project is accepted and granted a student team, our organization will cover the expenses required and applicable to our project.

20. Are you a nonprofit organization?

Yes

No

If yes, will your organization require funding in order to meet the cost of project expenses?

Yes

No

QUESTIONS? If you have any questions about the MAP program or the submission of this proposal, please contact the MAP Office at 734-763-3647 or rossmapprogram@umich.edu